

Quality Dominates Borden Products

BORDEN'S

Certified Milk

Grade "A" Milk
Pasteurized

Grade "B" Milk
Pasteurized

Peerless Buttermilk

Extra Heavy Cream

Route Cream

Unsweetened Condensed Milk

Fern Brand Butter
Made from Pasteurized Cream

Eggs
Fresh from the farms that produce Borden's Milk

Read the list of quality products; then call the Borden Wagon and have your requirements looked after regularly.

WE have talked to you, occasionally, about the quality of Borden's Milk, about the efficiency of Borden's Service, and about our desire to be helpful to you whenever our facilities met your needs, but we have said very little about some of the products we carry which wear the badge of distinction that the consumer, years ago, awarded to Borden's Milk.

For instance, we are serving from our wagons *Fern Brand Butter*, made from pasteurized cream, in creameries that are regularly inspected.

Borden's Eggs are likewise a characteristic Borden product. They are selected with the same conscientious regard for quality as shown in other Borden products.

BORDEN'S MILK

of course, has been an acknowledged leader since it first came to you, and the line that goes with it is made to measure up to the same standard.

200 Editors From the Old Home Town Busy Here With the Fate of These United States



They Are Going to Long Beach To-Morrow After Their Strenuous Labors End.

A woman has overthrown one of the most cherished traditions that ever distinguished the manhood of the State of Texas. Why and how? Listen—

Lee J. Rountree, one of the Lone Star's most scintillant sons, has come all the way to New York without his frock coat and (Texas papers please copy) without his big black slouch hat! And he, owner and editor of the daily Commercial of Georgetown, Tex., presiding officer of the National Editorial Association, which is holding its thirty-first annual meeting at the Hotel McAlpin!

To be sure, he brought the black bow tie and the soft-bosomed shirt, but what are these, pray, what are these? And to set aside the wide-brimmed Stetson for an IRON HAT! Oh!

Mr. Rountree knows he wouldn't have dared to do this if the meeting had been in Texas. But there's a reason for it. He confessed it to an Evening World reporter, as he cupped his mouth with his hand and whispered: "My wife!"

For an instant he glanced about him to make sure of his security, and then he added:

"She made me leave all those things at home. But I've got a Stetson, a bigger one than Joe Bailey's, and all the rest of the regalia. Mrs. Rountree just wouldn't let me have them, but"—and here the light of sheer devilry shone in his eyes—"I've brought my dress suit, yes, sir, and my silk hat; and I'm going to wear 'em before I go back. I've got a straw hat, too. Sure, I'm civilized, just like all the rest of you people."

"I'll tell you why I didn't bring the frock coat. If I had it on and went down into the lobby my wife says all the bellhops would call me Senator, and everybody would want to talk to me about the West. I dodge all that now, see?"

Down in Texas Mr. Rountree has a side line, it's being mistaken for Senator Culbertson. He says any number of people say, "Hello, Charlie!" to him on the street. That's when he has all the regalia on.

F. B. (as we leave Mr. Rountree)—Mrs. Rountree came to New York with him.

The meetings at the McAlpin will come to an end to-morrow, but the festivities for the visiting editors—there are about 200 of them here—will continue until the end of the week.

They've come from all parts of the country, one of them from far off Alaska, and if they're not in the convention room listening to addresses on such important themes as "The Relation of the Press to Improved Highways" and "Does It Pay to Construct a Building for a Newspaper Plant?" they are stretching their legs in the big easy chairs which grace the twenty-fourth floor of the hotel.

About a quarter of the visitors have never been to New York before, and these may be readily distinguished by their air of complete metropolitanism as they sit with all their weight in the easy chairs. They are just waiting for the meeting to end so they can get at the trip to Long Beach to-morrow. Then they're going to cut loose!

There's one of the editors who has been here lots of times. He wears his Panama hat close over his eyes, hangs on tight to his cane and, as he's rather slender, doesn't take up much room in a chair. But if you look on his visiting card you'll find he's J. C. Scott, proprietor of the Evening Advocate of Sterling, Colorado; A. P. & M. No. 34, Colorado.

Consistory No. 1; A. A. S. R., El Jebel Temple; Logan Lodge No. 59, I. O. O. F.; White Antelope Tribe No. 75, I. O. R. M. and P. G. S.; B. P. O. E. No. 1336; M. W. A. A. No. 7518; and Loyal Order of Moose, No. 1341. But he gets time, somehow or other, to run his newspaper and make it pay. Even in Colorado he's known as "some joiner." He admits that it isn't all down on the card.

His hobby is encouraging his employees, he says. "I'll tell you how I do it," he said, unwrapping his leg from about his cane. "I give every one of my boys, no matter what department he's in, the choice of two months' salary or two shares in my business after he's been with me a year. The shares pay about 14 per cent. If he stays two years I give him the same thing at the end of the second year. And if he wants to get out at any time I'll buy his shares from him at face value. That's the way I keep strikes and dissatisfaction out of my plant."

finds himself face to face with William A. Steel, owner of the Daily Alaskan, published at Cordova, 1,500 miles north of Seattle. He's come 4,800 miles to be present at the meetings. He wears a yellow leghorn straw hat with a brown brim, which the Eskimos say, "would never do with us." Leaning upon a large walrus tusk, which he carries as a cane, Mr. Steel toyed with a delicately carved bit of blubber pendant from his watch chain and talked of "the newspaper game" up in the Arctic Circle.

"I have it all my way up in Cordova," he said, "with a circulation of 700. I get ten cents a copy, payable in silver, because, you see, I'm out of the region of garden truck subscriptions. It's delivered at the igloo every day rain or shine. I had the Dawson Daily News for three years and the Nome Daily News for seven, and then I came down and started the Alaskan at Cordova. Yep, sold the other two and may sell the Alaskan some of these days."

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